

Evaluate Our Website and Chart a New Course Forward - Develop a Content Strategy



Project Title	Evaluate Our Website and Chart a New Course Forward - Develop a Content Strategy
Project Summary	We are seeking a critical analysis of our existing website and a plan for improving the site, through the development of a content strategy. As an NPS facility our website needs to engage visitors, help them navigate recreational opportunities, inform them of regulations and resource information.
Country	United States
Agency	National Park Service
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

We are seeking a critical analysis of our existing website and a plan for improving the site's content, through the development of a content strategy. It has been a number of years since the preserve's official website (www.nps.gov/bith) has had any significant additions of content. We are seeking assistance in 1) Inventorying our websites current content, 2) Evaluating that existing content for completeness and effectiveness, 3) Defining goals for our website, based on the preserve's Comprehensive Interpretive Plan, 4) Identifying the target audience, 5) Analyzing content gaps, 6) Creating a content matrix and 7) Developing a strategy for prioritizing new website content. This work will result in a fully developed Content Strategy, a professionally appearing, multi-chapter document, which will be shared with the preserve's management team. Templates, guides and examples for this content strategy can be provided to the intern.

Desired Skills Interests

Additional Information

Big Thicket National Preserve's Website: www.nps.gov/bith

Additional Information about Big Thicket National Preserve on Facebook, Instagram & Twitter @BigThicketNPS .

The appearance, style and formatting of the website is standardized at the agency level. Access to actually change content must be done by a park employee on a government computer, so this project does not include any actual website work or coding. This project focused on the critical analysis of existing website content and the development of a written planning document that will identify a strategy for improving that content.

Interns do not need to be technical experts, but rather they should be imaginative, thoughtful, and creative, understand user centered design, and be willing to present their ideas or prototypes to all audiences. Many resources, example documents and other tools will be shared with the intern. You will be joining an engaging and collaborative staff who are excited to gain a new perspectives on the preserve's on-line presents.

Big Thicket National Preserve is located in Southeast Texas, near the city of Beaumont and 75 miles northeast of Houston. The preserve consists of nine land units and six water corridors encompassing more than 113,000 acres. The Big Thicket, often referred to as a “biological crossroads,” is a transition zone between four distinct vegetation types – the moist eastern hardwood forest, the southwestern desert, the southeastern swamp, and the central prairies. Species from all of these different vegetation types come together in the thicket, exhibiting a variety of vegetation and wildlife that has received global interest.

Language Requirements

None